

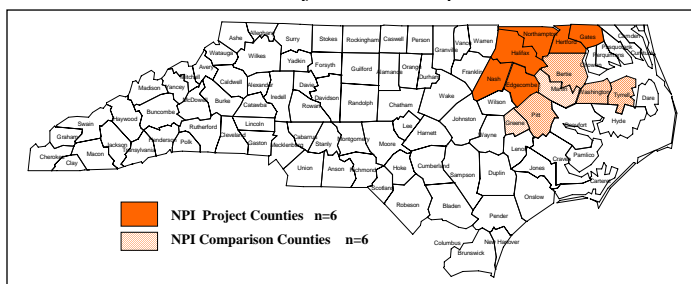
**Evaluation of the NC First Time Motherhood/New Parent Initiative
A Special Project of Regional and National Significance (SPRANS)
funded by the Health Resources Service Administration**

**Prepared by the Sheps Center Evaluation Team
November 2010**

EVALUATION: The project's evaluation used a multi-purpose approach, serving several functions and answering questions across several levels of the program. The design of the evaluation was based on the various levels of program goals and objectives in the project's logic model. The model was adapted from CDC's Interconception Workgroup and OMH's strategic framework and included in the original, funded proposal. Many indicators tracked as part of this evaluation were derived from these national models in order to be consistent with and comparable to other efforts nationally.

KEY FEATURES OF THE EVALUATION: Assessment of the initiative was a collaborative approach and included primary data collection — both qualitative and quantitative as well as secondary, quantitative data. The process built on the study design, data sources, and field methods that were in place for the NC Healthy Start projects in the NPI target counties. The advantage of this synergy was that it enabled a natural comparison area in

North Carolina NPI Project and Comparison Counties



adjoining counties of the NC Healthy Start program, not included in the six-county initiative area, as depicted in the map.

These additional six counties served as a comparison to determine whether any changes in outcomes were associated with the project. The focus of the evaluation was on